

LEO BURNETT U.S.A.

a division of Leo Burnett Worldwide, Inc.

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# Your Basic 100's.



**Only  
9mg  
tar.**

**New 9 mg Basic 100's.  
Double-Aged Tobacco  
gives you more flavor  
with less tar.**

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually too full-flavored for today's smoker.



Your Basic senses tell you that's great taste. Your throat has ideas.

But it's important to start with all that flavor. Why? So when you take out tar—you'll still have plenty of flavor left.

That's the Basic idea. Double-Aged Tobacco. With only 9 mg tar.

**Get down to Basics.**  
Double-Aged Tobacco. Only 9 mg tar.  
Also Available in King Size.

King: 9 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method.  
100's: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.

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